



Consideration of a nine-month shared mobility pilot program

City Council

November 13, 2018

What are Shared Mobility Devices (SMDs)?

- Bikes, electric-assist bikes & electric scooters owned by private companies made available to the public for rent via smartphone app
- Intended for short trips
- Stored in public space: “dockless”



Regional Context

- September 2017: Washington, DC and Montgomery County, MD began pilot programs
 - Recent extension of pilot program in DC with new terms and conditions
 - Planned permanent program in DC in January
- Unpermitted rollouts in Arlington
 - County Board approval of a pilot program on Sept. 25, 2018 (Oct 1 start)

Proposed Pilot Process

- September 2018
 - Update to City Council on state of shared mobility and framework for pilot program
 - Community engagement period
- October 2018
 - Transportation Commission public hearing and endorsement of proposed pilot program
 - Additional outreach
 - (Civic groups, open houses, etc.)
- November/December 2018
 - Launch Pilot and begin evaluation



Community Engagement

- Feedback Form (survey)
 - Nearly 500 responses so far
- Website with FAQs
- Social media and eNews

- Events/Presentations:
 - Alexandria Chamber of Commerce (Oct 2nd)
 - Community Open House (Oct 6th)
 - Old Town Business Association (Oct 9th)
 - Alexandria Families for Safer Streets (Oct 16th)
 - Transportation Commission (Oct 17th)
 - Open House meeting at City Hall (Oct 25th)
 - Old Town Civic Association (planned Nov 14th)

Pilot Program Highlights

- Permit fee - \$5,000
- A cap of 200 total devices per company at any one time
 - Could rise if ridership benchmarks are reached
- Required safety features
- Parking and use regulations
 - Companies must communicate to users
- Clear information for residents to report problems and provide feedback to companies
- Commitment from companies to respond to issues in a timely fashion

Where Can They Ride?

	Streets/Bikelanes	Trails	Sidewalks
Bikes	Yes	Yes	Yes*
E-assist Bikes	Yes	Yes**	Yes*
E-scooters	Yes	Yes**	No

*Except certain sections of King & Union Streets in Old Town

**Except Mt Vernon Trail, other trails signed for pedestrian only

Where will these vehicles park?

Anywhere a bike could be reasonably and respectfully parked that allows for at least a 5-foot clear pedestrian zone and does not impede access by any other person or transportation mode. Vehicles should be parked in a way that DOES NOT block access to:

- Travel lanes
- Driveways
- Sidewalk and ramps
- Fire hydrants
- Access to parked cars
- Bus stops
- Entrances to buildings

Additionally, please do not park anywhere where you've been asked not to park before, a place that cannot be accessed by other shared mobility device users, or on private property where you do not have permission to park.



Photo from twitter user @lawrencebowlus



Photo from reddit user u/BunnyTheCow

Pilot Program Framework

- Evaluation
 - Usage data
 - Customer service/public feedback
 - Parking/storage issues
 - Provider compliance/responsiveness
- Community Engagement
 - Online & in-person feedback
 - Education through websites and social media
- Final report to City Council at end of pilot period (Fall 2019)

Recommended Action

- Approval of a 9-month Share Mobility Devices Pilot Program